

Ideas th@t Work:

THE ELECTRONIC SALES BOARD



**USA
TODAY
NETWORK™**

SIMPLE PREMISE

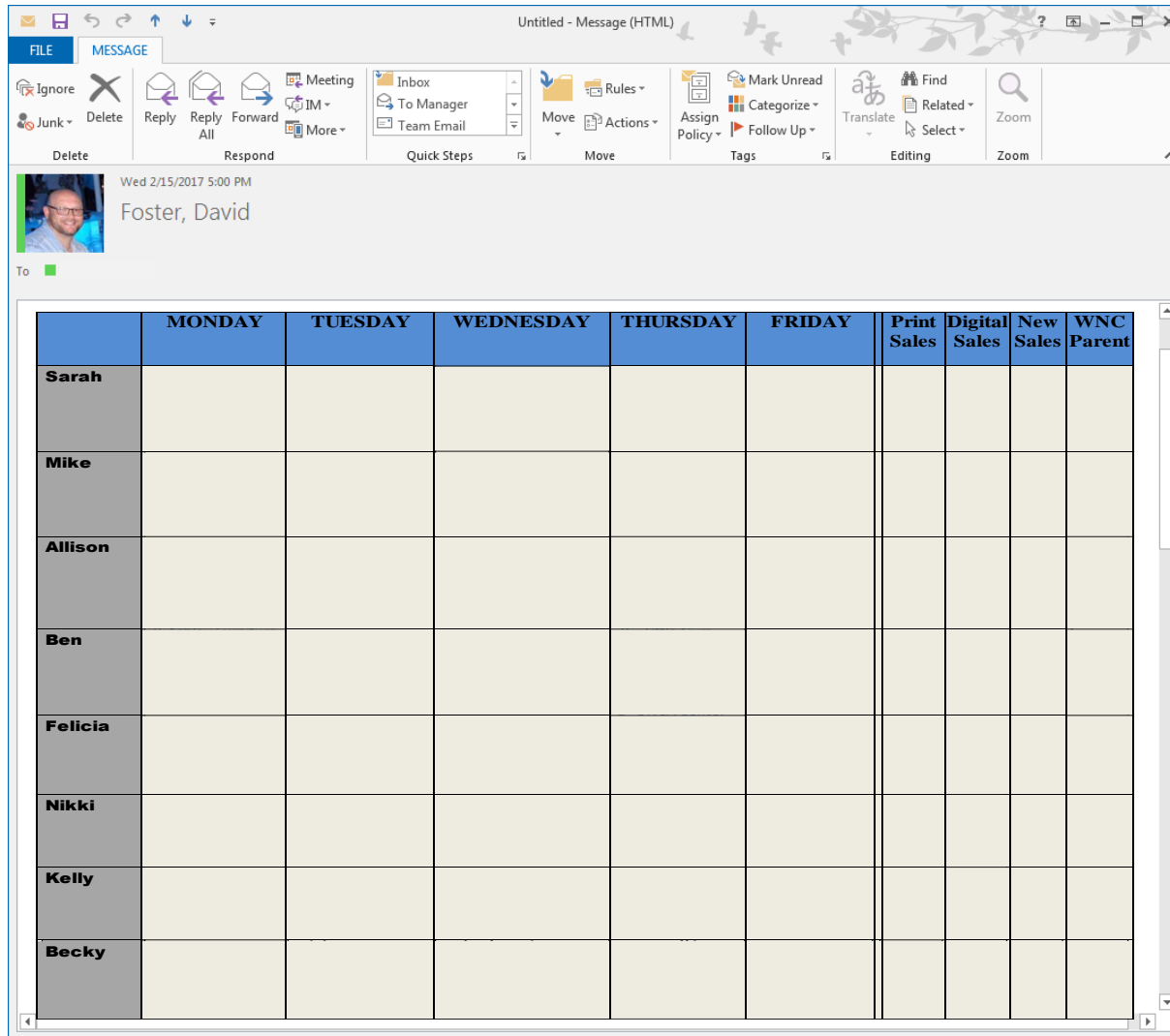
It was a former employer's transition from a brick-and-mortar office to a virtual one where Ad Director David Foster first encountered the E-Board concept:

“It was a low-maintenance and cost-effective means of replacing the actual write-on board in the former office... created out of necessity”

When he joined the Citizen-Times in Asheville, David soon realized that the E-Board could also work as a peer-to-peer motivator –

with astounding results.

NEW EVERY WEEK

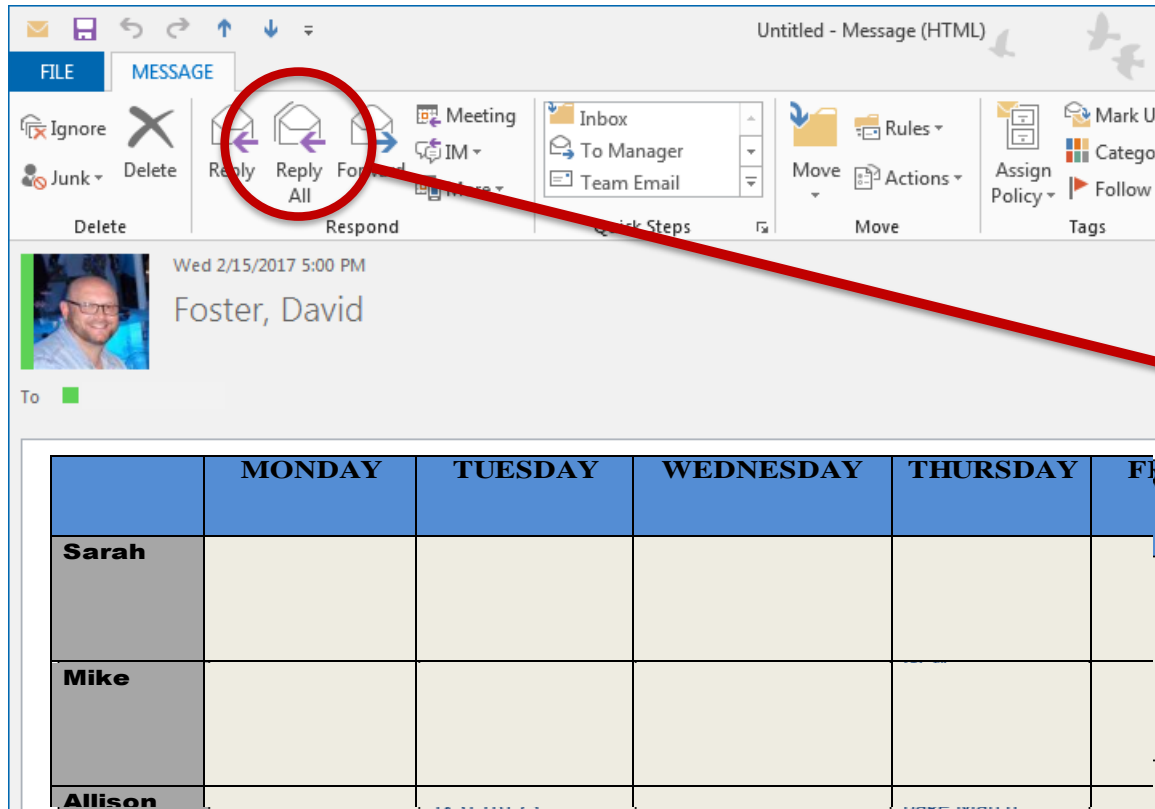


The screenshot shows an email client window titled "Untitled - Message (HTML)". The interface includes a ribbon with various actions like Ignore, Delete, Reply, Forward, Meeting, and more. Below the ribbon, the email header shows a profile picture of David Foster and the name "Foster, David". The main content of the email is a calendar table with columns for days of the week and specific sales categories.

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	Print Sales	Digital Sales	New Sales	WNC Parent
Sarah									
Mike									
Allison									
Ben									
Felicia									
Nikki									
Kelly									
Becky									

A new, blank board is embedded into an email then emailed to the team.

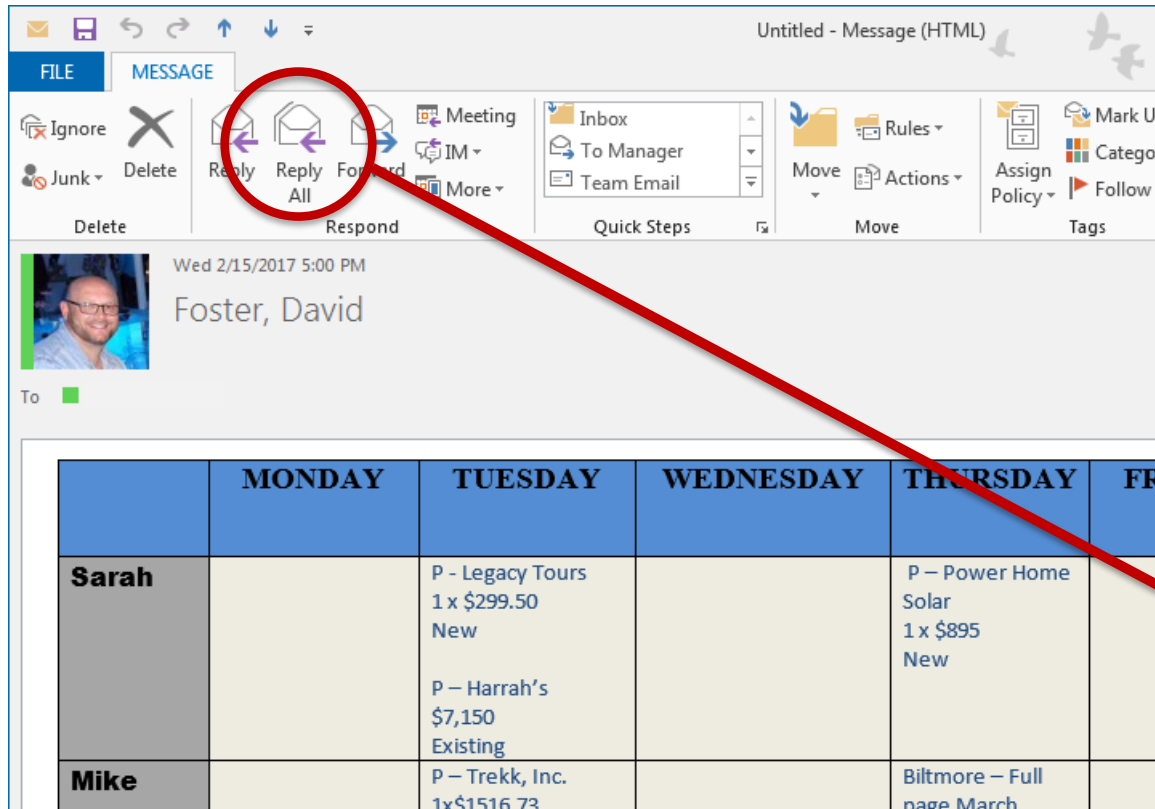
NEW EVERY WEEK



A new, blank board is embedded into an email then emailed to the team.

When a sale is made, the team member selects "reply all" to the email.

NEW EVERY WEEK



Untitled - Message (HTML)

FILE MESSAGE

Ignore Delete Reply Reply All Forward Meeting IM More Quick Steps Move Actions Assign Policy Mark U Catego Follow

Wed 2/15/2017 5:00 PM
Foster, David

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Sarah		P - Legacy Tours 1 x \$299.50 New P - Harrah's \$7,150 Existing		P - Power Home Solar 1 x \$895 New	
Mike		P - Trekk, Inc. 1x\$1516.73		Biltmore - Full name March	

A new, blank board is embedded into an email then emailed to the team.

When a sale is made, the team member selects "reply all" to the email

The team member enters the information, then sends to all.

REAL TIME RESULTS

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	Print Sales	Digital Sales	New Sales	WNC Parent
Sarah		P - Legacy Tours 1 x \$299.50 New P - Harrah's \$7,150 Existing		P - Power Home Solar 1 x \$895 New		3		2	
Mike		P - Trekk, Inc. 1x\$1516.73 New		Biltmore - Full page March Parent \$900		1		1	
Allison	P-Ashley Furniture \$7175		P - Tyson \$2332.40	P - Little Gym ½ page + table \$595 D- UNCA Center for Diversity \$300 New		3	1	1	1
Ben	P - CBK \$175 P/D - Carolina Mtn Sales \$345/\$200	P - C21 \$100 P - CBK \$207	P - Preferred Props \$300	P - Vista Developers \$200	P - Renovations Specialists \$150	7	1		
Felicia		Jim Buff P \$250 Bev Hanks P \$1,386	Bob Ray P \$390 Steve Dozier P \$260 Skye Streppa P \$390 Billy Taylor P \$300 Vivian Snyder P \$300 Bev Hanks P \$1,386	TMP P \$1,200 (Home Show Guide) BHGraning \$125 (Home Show Guide)		10			
Nikki				Silver Bluff D-\$4000 New			1	1	
Kelly	AC Enter P - \$559.43 Existing Crossfire Ministries P- \$606.25 Existing	J & S Cafeteria P-\$425 existing	Bee-3 Vintage Guitars P-\$210 Existing AC Enter P - \$559.43 Existing US Cellular Center			6			1

WEEKLY REVIEW

Every Monday's staff meeting, the previous week's board is reviewed:

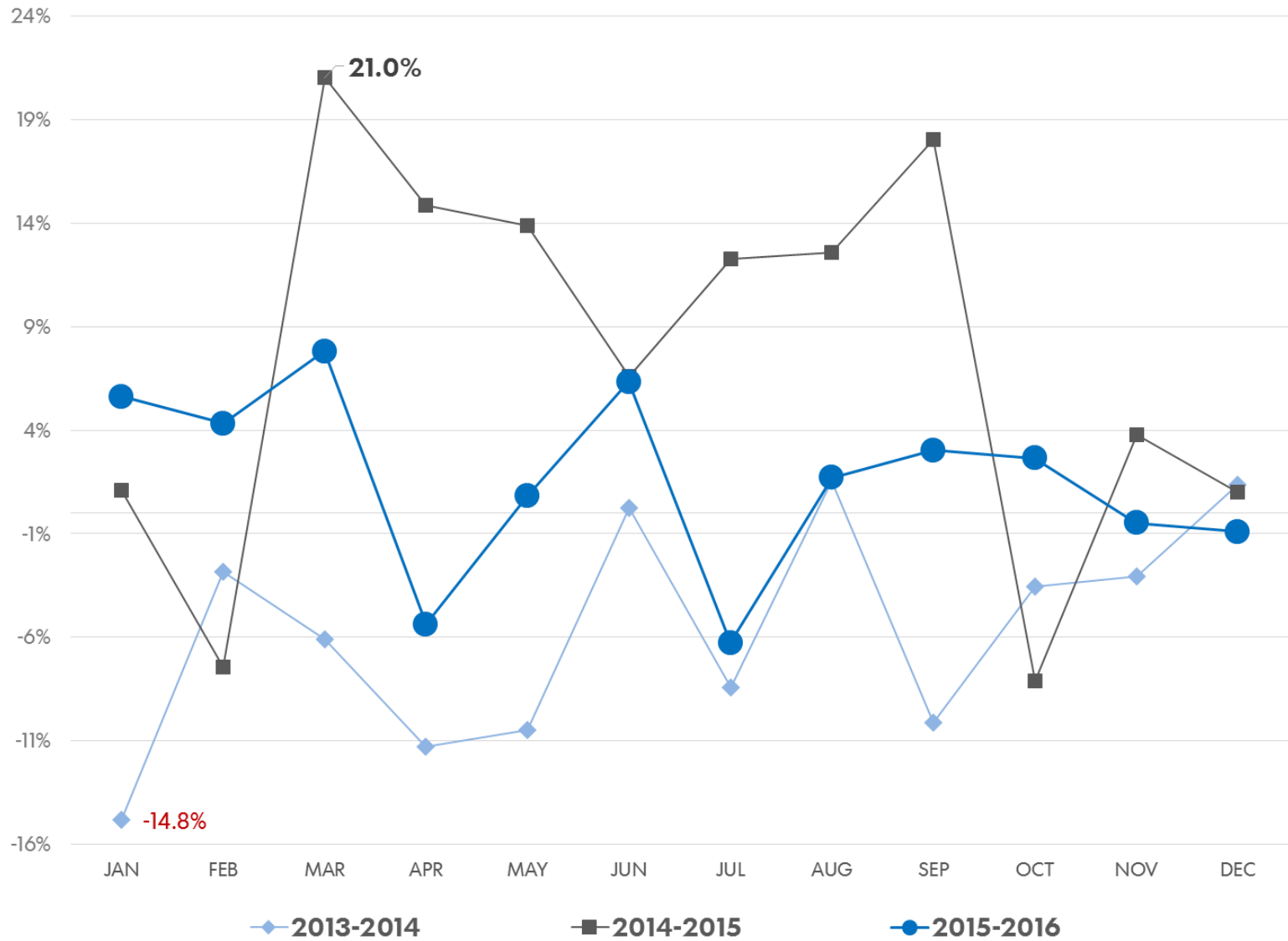
- **Anyone with less than two sales during the week is skipped**
- **Very quickly identifies performers vs. non-performers**
- **Peer-to-peer engagement and encouragement growth**
- **Positive reinforcement and morale booster**

VISIBLE LIFT IN REVENUE

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
2013-2014	-14.8%	-2.8%	-6.1%	-11.3%	-10.5%	0.3%	-8.4%	1.5%	-10.1%	-3.5%	-3.1%	1.4%
2014-2015	1.1%	-7.5%	21.0%	14.9%	13.9%	6.6%	12.3%	12.6%	18.0%	-8.1%	3.8%	1.0%
2015-2016	5.6%	4.3%	7.8%	-5.4%	0.8%	6.3%	-6.3%	1.7%	3.0%	2.7%	-0.5%	-0.9%

Source: Lorem ipsum dolor sit amet, consectetur adipiscing elit.

MEASURABLE IMPACT



WORKFORCE MOTIVATOR

From Ed Dugas, Territory Sales Manager:

"The Eboard has had a decidedly positive impact on sales floor. The reps are eager to share their sales and receive recognition from their superiors and peers. It has effectively leveraged the fact that acknowledgement of success is an important motivating factor for salespeople, and helps drive results."

WORKFORCE MOTIVATOR

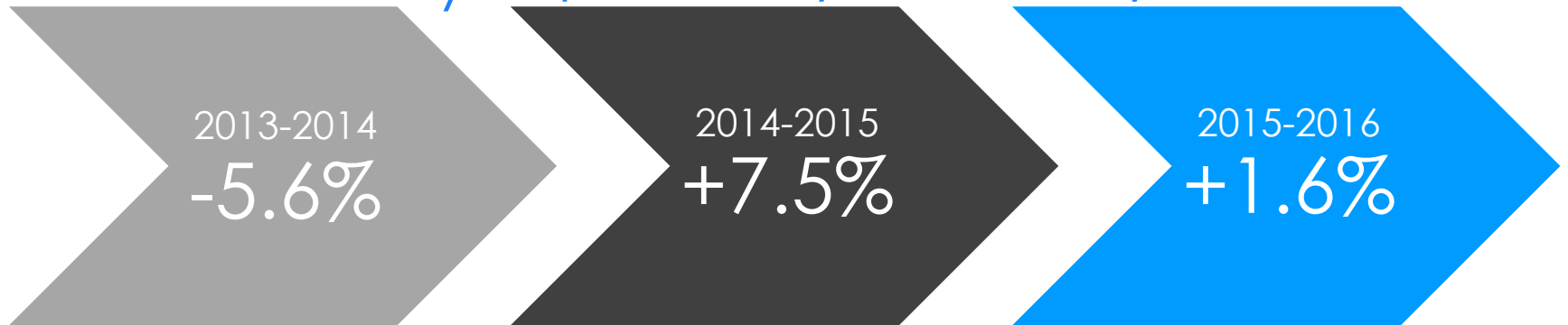
From Joe Hayes, Territory Account Executive:

"Sales reps were enjoying great sales, but no one knew about them. The Eboard allows us to share with others what we have sold, and to whom. It's a great motivational tool, but also creates a dialogue amongst the group which has helped others sell their opportunities."

SIMPLY EFFECTIVE

Utilizing a real-time electronic sales board has increased activity, accountability and reignited friendly competition among the staff...

...which directly impacted year-over-year revenue



THANK YOU



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